



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

CONTRACT

And:

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103

| | | |
|---|---|--|
| <u>Contract / Revision</u> 952393 / | | <u>Alt Order #</u> 06318251 |
| <u>Product</u> S.BROWN FOR SENATE | | |
| <u>Contract Dates</u> 09/18/12 - 09/24/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Brown/D/Senate | | <u>Original Date / Revision</u> 09/17/12 / 09/17/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WLWT | <u>Account Executive</u> Mica Hansen | <u>Sales Office</u> HRP -Washington |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|--|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WLWT | 09/18/12 | 09/21/12 | 6-7a news | 6-7a | | :30 | | | NM | 4 | \$3,200.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | | 4 | \$800.00 | | | |
| N 2 | WLWT | 09/24/12 | 09/24/12 | 6-7a news | 6-7a | | :30 | | | NM | 1 | \$800.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | 1----- | | | | 1 | \$800.00 | | | |
| N 3 | WLWT | 09/18/12 | 09/21/12 | NBC Today Show | 7-9a | | :30 | | | NM | 8 | \$9,600.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | | 8 | \$1,200.00 | | | |
| N 4 | WLWT | 09/24/12 | 09/24/12 | NBC Today Show | 7-9a | | :30 | | | NM | 2 | \$2,400.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | 2----- | | | | 2 | \$1,200.00 | | | |
| N 5 | WLWT | 09/18/12 | 09/21/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 4 | \$4,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | | 4 | \$1,000.00 | | | |
| N 6 | WLWT | 09/24/12 | 09/24/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | \$1,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | 1----- | | | | 1 | \$1,000.00 | | | |
| N 7 | WLWT | 09/18/12 | 09/21/12 | 7-730p | 7-730p | | :30 | | | NM | 4 | \$3,200.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | | 4 | \$800.00 | | | |
| N 8 | WLWT | 09/24/12 | 09/24/12 | 7-730p | 7-730p | | :30 | | | NM | 1 | \$800.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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| 952393 / | 06318251 |

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|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/18/12 - 09/24/12 | S.BROWN FOR SENAT | |

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|-------------------|---------------------------------|
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| Brown/D/Senate | 09/17/12 / 09/17/12 |

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|---|------|------------|----------|------------------|----------------|------|--------|------------|------|------|-----------|--------------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12 09/30/12 1----- 1 \$800.00 | | | | | | | | | | | | |
| N 9 | WLWT | 09/18/12 | 09/21/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 4 | \$2,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -TWTF-- 4 \$650.00 | | | | | | | | | | | | |
| N 10 | WLWT | 09/24/12 | 09/24/12 | NBC Tonight Show | 1135-1237a | | :30 | | | NM | 1 | \$650.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12 09/30/12 1----- 1 \$650.00 | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 30 | \$28,250.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 08/27/12 - 09/24/12 | 30 | \$28,250.00 | \$24,012.50 |
| Totals | 30 | \$28,250.00 | \$24,012.50 |

Signature: _____ **Date:** _____

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NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WLWT-TV Date 9/17/12I, Sherr Johnson Magnus (on behalf of) Sherrad BrownA legally qualified candidate of the Democratic political party for the office of U.S. SenateIn the General election to be held on Nov 6, 2012 do hereby request station time as follows:

| Length of Broadcast | Time of Day, Rotation or Package | Days | Class of time | Times per Week | No. of Weeks | Rate |
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|
|---------------------|----------------------------------|------|---------------|----------------|--------------|------|

- See Attached -

| | |
|---|--|
| Date of First Broadcast <u>9/18/12</u> | Date of Last Broadcast <u>9/24/12</u> |
|---|--|

Total Charges: \$ 24,012.50 Net

The broadcast time will be used by Sherrad Brown
 I represent that the payment for the above-described broadcast time has been furnished by Friends of Sherrad Brown

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Judy Zamore, Treasurer

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 9/25/12 [Signature]
(Candidate or Agent)☐ Accepted ☐ Rejected By _____ Title _____

This request whether accepted or rejected, will be available for public inspection for a period of two years.